

Purpose

To present a concept for the November Hologram Promotion

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Parliament

Y&R

Objectives

- Leverage the success and high awareness of Parliament's on-pack hologram technology, first featured in our May B1G1F Menthol promotion, and subsequently in our August 1-pack with Lighter promotion.
- Increase awareness and encourage trial among competitive, young adult Lights and Menthol Lights smokers through value-added, compelling packaging and an exciting retail offer.
- Create new news and excitement around the Menthol packing, building on existing momentum at retail.
- Continue to strengthen Parliament's "first-out" position as a packaging innovator within the competitive environment.

The Challenge

Develop a “big idea” themed umbrella concept built around the limited edition hologram packs - - the centerpiece of the promotion.

Importantly, the promotion must offer:

- Flexibility as a “stand alone” promotion or as an on-going program.
- Ability to generate excitement and “added value” to around the entire Parliament Lights brand family.
- Big Brand feel

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Parliament

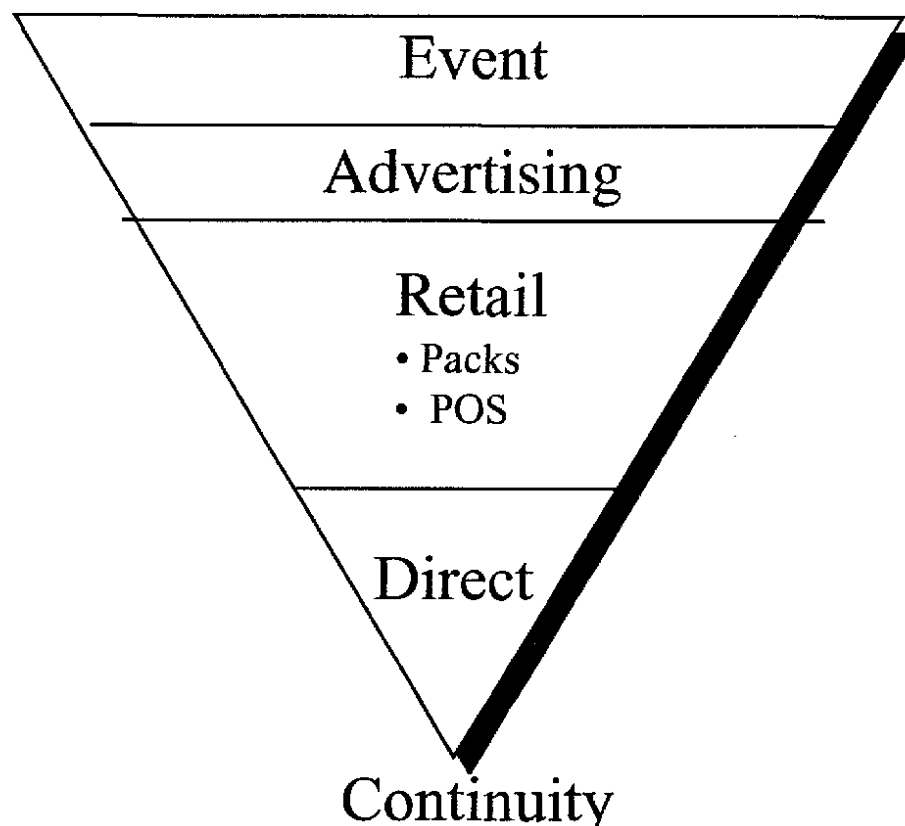
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Approach

Hologram promotion viewed to be a menu of tactical options or a totally integrated

*stand alone
or events linked*

Image Theme



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The Umbrella Theme

Getaway

The essence of Parliament is rooted in the escapist, romantic adventure of leaving the mundane behind and going to a new, uncharted world -- "Parliament Paradise"

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Parliament Passport to Paradise

How it works

- Five different holograms are used as “Stamps” to collect for use in entry to a sweepstakes drawing and continuity premiums.
 - 10 day island hopping trip through the Caribbean and, or...
 - 5-7 days all inclusive trips to Antigua, St. Croix etc.
- Additionally, consumers can continue to collect additional holograms for various premiums.
 - Depending on length of promotion, premium maybe smaller or larger in scale.

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Parliament Passport to Paradise

Why it works

- Image Enhancement
 - Leverages Parliament “escape” imagery by offering highly desirable, yet tangible personal experience
- Target Appeal
 - Ties into YAS pursuit of leisure activities as an escape from everyday stress and boring routine
- Continuity focus
 - A high perceived value for brand loyalty
 - Sweepstakes
 - Premium offerings

Parliament Passport to Paradise

Why it works

- Has legs
 - Can be extended into the future
 - Via onserts
 - Additional on-pack holograms in later moths
- Party Zone Potential
- Trade Potential

Parliament Passport to Paradise

Program Overview

Advertising	Retail	Event	Direct	Continuity
<ul style="list-style-type: none"> • Magazine Insert 	<ul style="list-style-type: none"> • Free passport cigarette case with hologram • Onserts • POS 	<ul style="list-style-type: none"> • Passport to Paradise Sweepstakes 	<p>Competitive YAS</p> <ul style="list-style-type: none"> • Mailing 1: trail offer <p><u>Trail Offer</u></p> <ul style="list-style-type: none"> - Send passport - 2 holograms to start - 1 B1G1F coupon 	<ul style="list-style-type: none"> • Short term <ul style="list-style-type: none"> - Lower end premiums • Long term <ul style="list-style-type: none"> - Lower end premiums - Higher end premiums

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